

HeXXmaS Project Description

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HEX:

(v) To bewitch; practice witchcraft on.

(n) A spell; a charm; a curse.

A witch.

-MAS:

(suffix) A holiday; sacred day; festival; mass.

Creators **Brian Yegge** and **MegAnne Stryker** proudly announce **HeXXmaS**, the debut photo gallery from **SONANCY.STUDIO**. **HeXXmaS** combines elements of black magick and sensuality to illustrate the glamor associated with invoking dark supernatural forces for selfish purposes.

Reemerging interests in astrology, tarot, crystals etc. initiated a “Witchcraft Renaissance” and this modern-day witch aesthetic is where **HeXXmaS** drew much of its inspiration.

HeXXmaS represents the dark side of human personality known as the shadow. This is the portion of the psyche we attempt to hide from the external world and deny to ourselves. It consists of all we perceive as evil, perverted, or corrupt. Desire, wrath, violence, lust, chaos, and megalomania are just some portions of shadow aspects portrayed in **HeXXmaS**.

The union between occultism and sexuality has existed for as long as magick has been practiced. Sexual energy is a strong manifesting force that is available to harness and utilize while engaging in forms of sex magick. The belief in demoniality reaches far back into antiquity. Nighttime sexual encounters with an Incubus/Succubus, the biblical

account of Nephilim creation (hybrid offspring of fallen angels and human women), and the story of Lilith from Jewish folklore are embodiments of this concept. **HeXXmaS** captures the enchantment and allure frequently juxtaposed with ritual magick to leave viewers spellbound and bewitched.

This photo series captures a stunning visual representation of the marriage between beauty and the macabre. The magickal energies cultivated during **HeXXmaS** will leave a striking impression on anyone exposed to it.

The official release date for **HeXXmaS** is Valentine's Day of 2021 (Sunday, February 14) and will be posted on the **SONANCY.STUDIO** website (insert website link here).

ENJOY!